

Amendments to the Specification

Please replace paragraph [0026] with the following amended paragraph:

[0026] Fig. 2 is a flow chart of a process that converts the data mentioned in Fig. 1 into personal homepages. Personal data is entered into a computerized database, preferably when the organization hires each salesperson. When it is desired to create a personal homepage, that personal existing data 20 is retrieved. A template 22 is populated with the data and posted to an application server 24. It may be desirable for the salesperson, or for the organization, to preview and approve the homepage 26. Optionally, one or more managerial levels may be required for approval of each home page before it is posted. After the application server receives indicia of approval, a personal homepage is generated 28 and made available for viewing on the Internet.

Please replace paragraph [0030] with the following amended paragraph:

[0030] ~~Fig. 5 depicts FIGS. 5 and 6 depict~~ a system tailored for financial consultants, using one server for producing homepages and a separate server for posting homepages onto the Internet. As shown, the system includes parallel methods for the financial consultant and for the branch manager in developing and managing the personal homepages of the present invention. A financial consultant may access a Home Page Setup/Edit Form 66 via a browser interface 64. Personal data from a financial consultant is used to generate a personal homepage. The custom or predefined templates 68 are used to generate homepages that may reside on a content management server 80, which includes a database accessible only by internal means. After the templates have been populated with the data to create a personal homepage 70, the homepage may be stored on a developmental content application server 82, and may be accessible only through the organization's Intranet. The salesperson or financial consultant may then review the personal homepage, after which a manager 72 may review it. After these reviews, the homepage may be held up pending second or final approval 84 before being published or posted to a web server 86.

Please replace paragraph [0028] with the following amended paragraph:

[0028] Fig. 4 depicts a computer system tailored to an organization providing financial services. In this embodiment, a financial consultant uses a customization form 50, such as a menu viewable on a graphical user interface on a computer terminal, to select information components for a homepage. The selected information is placed into a predefined template 52, which may reside in a content management server 54 in a local or remote computer or computer system. The template uses any further customization settings 56 programmed in, and personal homepages 58 are generated for each salesperson according to the preferences expressed in the customization form. The personal homepages 58 are desirably reviewed by the individual salespersons or financial consultants, and likely by at least one manager, before they are posted onto an application server 60. The content management software may utilize ~~StoryServer~~ STORYSTERVER software from Vignette Corp., Austin, TX. Preferably, biographical data of the financial consultants from the human resources database 62 is harvested and inserted into the customized templates on the application server 60. Database 62 may be a computer memory storage device. In Fig. 4, three options are available for use in the custom homepages. As shown, Option B has been selected and used for generating the financial consultant's personal homepage.

Please replace paragraph [0033] with the following amended paragraph:

In a preferred implementation, the content management server, the development content application server, and the production content application server and Web server are three separate systems, all three using utilizing the ~~StoryServer~~ STORYSTERVER software available from Vignette Corp., Austin, TX.

Please replace paragraph [0037] with the following amended paragraph:

[0037] As shown in Fig. 7, the computer system features several servers for storing, processing, and making the information contained in personal homepages available on the

Internet 102. One embodiment of the system includes a remote content server 110, a local server 120, and a development/set up/production server 130. Each of these servers, 110, 120, and 130, may include a content management server, 116, 126, and 136, respectively, to manage content workflow. The servers may also include content delivery servers 114 and 124 112 and 122, and the production server 130, which posts pages to the Internet, may include one or more content delivery servers 132 and 134. The servers also include databases or computer memory storage devices 114, 124, and 128. A database of human resources data 118 is available to the system.

Please replace paragraph [0042] with the following amended paragraph:

[0042] In another embodiment, personal homepages for financial organizations, such as a team of financial advisors, or a branch or an office of financial advisors, are generated automatically. Such a homepage is depicted in Figure 9. In addition to the common components on the homepage template, similar personalized components used for individual financial consultant's home pages may be used for a team or branch homepage as well. The team name and organization 170 may be featured, as well as the team's address and telephone numbers or other means to communicate with the team, such as email links or fax numbers 142. A description 172 of the team and its members may be presented, as well as many of the features shown on an individual homepage. These may desirably include statements of the team's business philosophy 174, availability of financial products or services 148, and research or news stories related to investing 162. Preferably, the team homepage includes an opportunity to interact or link with the team, or obtain other information, such as via a registration link 150, as well as more information 152 about the firm employing the team of financial advisors. Other features, such as current information or stock quotations 154 156, are also desirable on the team homepage.